

# Office of Behavioral Health Promotion and Prevention

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Update for the Community Behavioral Health Promotion  
and Prevention Commission

December 11, 2025



# Agenda

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**OBHPP Launch Event**

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**Campaign Updates**

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**RFA Update (246 Applications!)**

# OBHPP Official Launch Event

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# Our Office's Official Launch Event

**We are proud to report that the official launch event for OBHPP was held on Tuesday December 2.**

- Speakers included Secretary Kiame Mahaniah, Funmi Aguocha, and Senator Julian Cyr.
- Members of MA legislature, DMH staff, EOHHS staff, and community partners all came to celebrate the launch of our Office and our campaign.



# Our Statewide Campaign

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# Campaign Overview

We are working with marketing agency ASG to design and implement our first statewide behavioral health awareness campaign from October 2025 – January 2026.

## Campaign Purpose:

- To promote the importance of behavioral and mental health to overall wellness.
- To reduce the stigma surrounding mental health, contributing to a culture of acceptance and support.
- To increase health equity by focusing campaigns within prioritized communities as identified by the Advancing Health Equity in Massachusetts (AHEM) Initiative. For more information on the AHEM Initiative see Advancing Health Equity in MA | Mass.gov.

## Message Focuses:

- Promoting MassHealth Preventive Behavioral Health Services
- Reducing Stigma & Increasing Acceptance
- Promoting Wellbeing & Positive Mental Health
- Reducing Social Isolation & Promoting Social Connection

# Campaign Overview – Live on Multiple Statewide Channels



What's on  
your mind?

OBHPP  
Office of Behavioral Health  
Promotion & Prevention



# Campaign Overview – Multiple Languages



**Kisa w ap panse?**

Gen kèk jou ki lejè, gen lòt ki pi lou. Estrès, enkyetid, oswa bri lavi a chak jou ka fè w fatige. Kèlkeswa sa w ap pote, ou pa oblige pote l pou kont ou. Yon ti moman pou tcheke tèt ou, yon moman ak yon moun ou renmen, oswa mande èd lè ou pa konnen ki kote pou kòmanse ka ede w rete ak pye w atè, jwenn sipò, epi kenbe kontwòl.

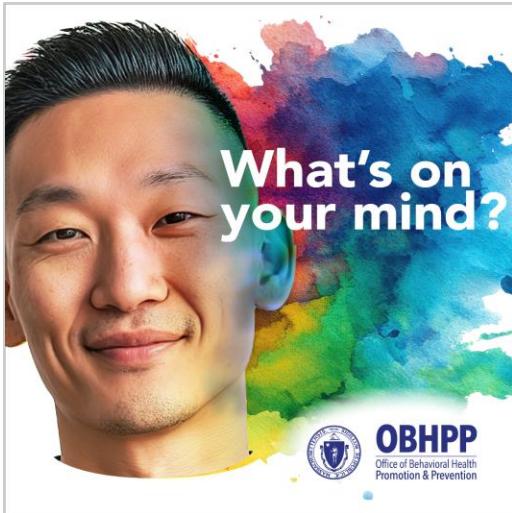
Vizite [Mass.gov/WhatsOnYourMind](https://Mass.gov/WhatsOnYourMind) pou aprann plis sou kijan pou pran swen byennèt mantal ou, chak jou.

 **OBHPP**  
Office of Behavioral Health  
Promotion & Prevention

## Languages:

English, Spanish,  
Brazilian Portuguese,  
Vietnamese, Arabic,  
Haitian Creole,  
Simplified Chinese

# Campaign Imagery – Variety of Faces and Colors



# Campaign Media Plan

## FALL FLIGHT | 10/20 – 12/7:

### Influencer Campaigns

- 3 micro influencers
- 2 posts each: 1 image, 1 video
- Labor included in media spend cost
- Use posts as additional assets throughout campaign

### Local Leaders

- 10 local leaders
- Labor included in media spend cost
- Use posts as additional assets throughout campaign

### Instagram-focused Meta Ads

- Image-only campaign for first flight
- Promoting influencers and getting early feedback on messaging via advertising

### Snapchat Ads

- Image-only campaign for first flight
- Promoting influencers and getting early feedback on messaging via advertising

### Transit

- Large-scale multi-touch campaign

### Print and Digital

- Running on ethnic print and digital media to reach Russian & Chinese audiences

## WINTER FLIGHT | 12/12 - 1/12:

### Digital Streaming

- YouTube – Largest streaming site, multi-language content
- Disney+ – Largest media properties, lots of mass-appeal shows, has live sports, interactive creative
- FuboTV – Comparatively large Spanish-language market, focuses on Sports, interactive creative
- Paramount+ – CBS Sports, focus on TV replacement

### Terrestrial & Digital Radio

- Working across multiple languages and stations as aligned with CE
- Added Haitian Creole and Vietnamese online stations

### Instagram-focused Meta Ads

- Images and videos, cut for IG (tall square)
- Both influencer and produced videos

### Snapchat Ads

- Images and videos, cut for Snapchat (vertical)
- Both influencer and produced videos

### Transit

- Large-scale multi-touch campaign
- Creative update based on video campaign

### Print and Digital

- Running on ethnic print and digital media to reach Russian & Chinese audiences

## EXTENSION FLIGHT | 1/2 – 1/28:

### Revision

#### Terrestrial & Digital Radio

- Running on four priority stations to extend the flight to priority audiences

# Live Campaign Activity

	Location	Languages
<b>Transit</b>	Montachusett, Worcester, MBTA/Boston area, Merrimack Valley, Berkshire County, Pioneer Valley, Brockton, Fall River/New Bedford, Attleboro/Taunton	English and Spanish
<b>Social</b>	Meta, Snapchat	English, Spanish, Brazilian Portuguese, Vietnamese, Arabic
<b>Community Engagement</b>	Outreach with CBOs in Boston, Springfield, Worcester, Chelsea, Lowell, Auburn, Huntington, Shelburne, Byfield, Cape Cod, Dartmouth, Salem, Amherst, Newton	English, Spanish, Simplified Chinese, Haitian Creole, Brazilian Portuguese, Vietnamese
<b>Streaming</b>		
<b>Radio</b>	<i>Coming soon – December 2025 through January 2026</i>	

# Shareable Campaign Materials

## Campaign Shareables:

- While our campaign is live across the state, we invite you to be a part of it.
- On our website ([mass.gov/obhpp](https://mass.gov/obhpp)) we have uploaded a variety of images, flyers, and posters for you to share in your communities, with your partners, and in your workplaces.
- We also have sample copy and hashtags for social media posts.
- Please feel free to download, print, post, and share widely - we want to bring these messages of positive mental health and wellbeing to everyone.
- We will share this via email following the meeting as well.



The image shows a promotional graphic for the OBHPP 'What's on Your Mind?' campaign. It features a portrait of a Black man with glasses looking upwards, set against a background of colorful, abstract paint splatters in shades of purple, blue, and orange. The text 'What's on your mind?' is prominently displayed in white. In the top right corner, the OBHPP logo is shown with the text 'Office of Behavioral Health Promotion & Prevention'. Below the main image, there are several smaller images illustrating different campaign touchpoints: a smartphone displaying the campaign website, a laptop, a bus stop sign, a billboard, and a transit shelter. The overall theme is mental health awareness and prevention.

**Overview:**  
The Office of Behavioral Health Promotion and Prevention (OBHPP) has launched What's On Your Mind? - a multilingual, multimedia, and population level campaign promoting mental well-being and supporting upstream prevention across the Commonwealth. What's On Your Mind? encourages residents to take simple, proactive steps to care for their mental well-being, reduce stigma, and connect with each other.

**Duration:** October 2025 - January 2026.

**Goals:**

- Promote behavioral and mental health as key to overall wellness.
- Reduce stigma and build a culture of acceptance and support.
- Advance health equity by focusing on AHEM communities.
- Increase social connection.

**Audience:**  
The campaign seeks to engage the general population across all ages and demographics, including communities most impacted by health inequities, as identified by the [AHEM initiative](#), and caregivers.

**Channels:**  
The campaign uses multiple channels - paid, earned, owned, and community engagement - to reach our audiences statewide and build awareness and trust.

- **Web page:** [mass.gov/whats-on-your-mind](https://mass.gov/whats-on-your-mind) anchors the campaign with tips and resources for residents to care for their mental well-being and support the people around them.
- **Aug '25 - Dec '26 | Community Engagement Campaign**  
Campaign feedback collection, events, and partnerships with schools and community-based organizations for community outreach.
- **Oct '25 - Jan '26 | Paid Advertising**  
Billboards, transit, print & digital, social media, streaming, terrestrial & digital radio, influencer and community leader partnerships.
- **Nov '25 - Jan '26 | Unpaid Communication**  
Press, speaking engagements, and organic social media.
- **Languages:** English, Spanish, Brazilian Portuguese, Vietnamese, Arabic, Haitian Creole, Russian, Simplified Chinese

# RFA Update

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# RFA Overview

## Grant Opportunity

- OBHPP has launched a new multi-year grant opportunity to award ~\$3M annually in grants (as funding is available).
- Grant funding will support CBOs statewide to develop new, or expand existing, programs across key focus areas.

## Projects must address 1 or 2 of the following Priority Areas:

- Reducing loneliness and social isolation.
- Reducing family stress and supporting caregiver wellbeing.
- Promoting infant, early childhood, and maternal mental health.
- Reducing psychological distress in immigrant populations.
- Promoting early intervention with youth and young adults.
- Reducing family and intimate partner violence.
- Promoting population wellbeing through education, training, and skills development.

## Grantee Eligibility:

- Open to Massachusetts-based or serving organizations.
- Must have experience implementing behavioral health promotion and/or prevention initiatives.
- Have experience collecting evaluation and/or reporting data and creating reports.
- Experience incorporating health equity and implementing initiatives to reduce social and structural barriers to mental wellbeing.
- Additional preference: AHEM communities and partnerships between large and small organizations.

# OBHPP Opportunity Information

## **Grant Structure: Three Tiers, each with different funding amounts**

Tier A: Design and development support for emerging programs [100,000 -150,000/year]

Tier B: Implementation support to launch or scale ready-to-implement programs [150,000 - 250,000/year]

Tier C: Scaling and sustainability support for established programs. [250,000 - 350,000/year]

## **Timeline & Process:**

- RFA posted - October 3, 3pm
- Bidder's Conference - October 17, 1pm (virtual)
- Deadline to submit questions - October 24, 3pm
- Deadline for posting applications – November 21, 3pm
- **Review period – November 24 – January 15**
- Anticipated start of grants – February 2026

# Summary of Review Process

## Internal Review Process – Preparing for Review

- We received a record number of bids – **246!**
- We have completed preparing and sorting bids.
- Applications now with our Review Committee.

## Review Committee

- Our Review Committee is made up of 36 members
  - *Special thanks to our Commission members who volunteered for this role – Thank you!*
- Applications have been shared with Review Committee members for their review.
- Consensus meetings will happen in late December and early January.
- Contract negotiations will begin in early 2026.

Tier	Applications
Tier A	61
Tier B	96
Tier C	89
<b>Total</b>	<b>246</b>

# Looking Ahead

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# Looking Ahead

1

**Campaign Winter Flight:** You will continue to see transit and social media ads for another month + radio/streaming ads begin in the next few weeks.

2

**Data Infrastructure:** We have identified relevant MA-wide BHPP data sources with DPH and are building our data infrastructure. We will build grant monitoring data into this as grant programs unfold.

3

**Awarding Grants:** We will be announcing grantees in early 2026 and are excited to share a summary of the incredible BHPP initiatives we've seen from across the state in February.

Thank you!

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